

# Business Voice

LAS VEGAS METRO CHAMBER OF COMMERCE | LVChamber.com | SEPTEMBER 2017

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*The Metro Chamber on the Hill*



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# In the Room Where it Happens

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# T

his month, the Metro Chamber heads to Washington, D.C. with its largest and most diverse delegation of Nevada business and government leaders to date. The purpose of our annual fly-in is to continue to build the presence and influence of Nevada businesses in our nation's capital, and to champion the issues that will give our state opportunities to grow and advance. The issues on our agenda are broad, high-impact, and critical to our state's success in the future. As you'll read in the feature story, these issues include economic development, workforce development, cyber security, international tourism, Yucca Mountain, transportation infrastructure, and more.

We come to Washington, D.C. to build relationships both within and outside our Congressional delegation and engage in dialogue with members of Congress, the administration, and high-profile policy organizations and associations. We do so to educate policy and decision makers about the unique and evolving nature of Nevada's businesses and to advance a federal agenda that will address issues important to Nevada and help find realistic solutions.

In addition to a full calendar of interactive experiences during the day, we are proud to introduce, for the first time, a Nevada State Dinner Gala at the legendary Metropolitan Club. This formal event will feature a high-profile keynote address, appearances by some of Nevada's most recognizable dignitaries, and key individuals in the federal policy arena. We will also host the inaugural Nevada Lights Up the Capitol party at the Rayburn Building, expanding upon the theme of the last few years to showcase all that Nevada offers – bright lights, open spaces, free spirits, and a fun

atmosphere unlike any other. We look forward to welcoming hundreds of Congressional representatives, staff members, and Nevada and Washington business and community leaders for an incomparable glimpse into Washington behind the scenes and an opportunity to build relationships and do business on the Hill.

If you aren't joining us on the delegation, we will keep you updated with real-time updates on social media, so be sure to follow us @lvchamber on Twitter, Facebook, and Instagram. We'll also be posting daily blogs on LVChamber.com on progress from the day prior, as well as what's on the schedule for the day.

We are proud to represent you, our member, in our nation's capital this month. We're proud to be your voice every day, and, to borrow a lyric from *Hamilton*, represent you "in the room where it happens."

"The issues on our agenda are broad, high-impact, and critical to our state's success in the future."



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VOLUME 38 NUMBER 9

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The *Business Voice* (USPS #717-970) is published by The Las Vegas Metro Chamber of Commerce, 575 Symphony Park Ave., Ste. 100 Las Vegas, NV 89106

Annual Subscription \$25  
Periodical postage paid at Las Vegas, NV

POSTMASTER:  
Send address changes to:  
The Las Vegas Metro Chamber of Commerce,  
575 Symphony Park Ave., Ste. 100 Las Vegas, NV 89106

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## EDITORIAL POLICY:

The *Business Voice* is a member newsletter of the Las Vegas Metro Chamber of Commerce. The Las Vegas Metro Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of the *Business Voice* can be addressed to Vice President of Marketing, Las Vegas Metro Chamber of Commerce, 575 Symphony Park Avenue, Suite 100, Las Vegas, NV 89106.

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# Chamber News

## Catch Up on “Like Nobody’s Business”

The Metro Chamber’s new social media show, “Like Nobody’s Business,” is available for members to view on the Metro Chamber’s YouTube channel. “Like Nobody’s Business” showcases business and community leaders who are advancing and innovating Southern Nevada. Metro Chamber president and CEO Kristin McMillan has already sat down with City of North Las Vegas Mayor John Lee, City of Las Vegas Mayor Carolyn Goodman, and City of Henderson Mayor Debra March, as well as president of the Vegas Golden Knights Kerry Bubolz. To view the videos and to subscribe to the Chamber’s channel, visit [youtube.com/lasvegasmetrochamber](https://youtube.com/lasvegasmetrochamber).

## Celebrate the Best of the Best at the Business Excellence Awards

Celebrate the creativity, diversity, and innovation of the local business community during the Business Excellence Awards on Thursday, October 19, at the Four Seasons Hotel Las Vegas. This high-energy, dynamic event, sponsored exclusively by Nevada State Bank, will recognize the outstanding and groundbreaking companies serving the Southern Nevada community. Seats are \$55 each or \$550 for a table of ten. For more information on the Business Excellence Awards or to register for the luncheon and celebrate this year’s honorees, visit [LVChamber.com](http://LVChamber.com) or call 702.641.5822.



## Join the Metro Chamber for the Inaugural **MAC Night Out!**

The Metro Chamber’s Military Affairs Committee (MAC) is proud to present the first MAC Night Out, a fun and celebratory cocktail reception recognizing four outstanding servicemen or servicewomen from our local military community, as well as two businesses that have gone above and beyond in serving Southern Nevada’s veteran and active duty communities: Station Casinos and Redneck Riviera. The event takes place Thursday, September 7, at Aliante Hotel and Casino, from 6:00 – 8:00 p.m. Tickets are \$40 each, and can be reserved online at [LVChamber.com](http://LVChamber.com).

## CHAMBER UNIVERSITY

## Class is Back in Session: **Chamber University** Fall 2017

This month premieres the fall 2017 semester of Chamber University, including new topics, exciting speakers, and more tools and tips for your business. Chamber University is a free webinar series aimed at giving members and their employees the business resources and know-how they need to stay informed and ahead of trends, new regulations, and need-to-know business information. The first Chamber University webinar session is Friday, September 8, at 10:00 a.m. For more information or if you are interested in becoming a Chamber University presenter, contact Danica Torchin at 702.641.5822 or [dtorchin@lvchamber.com](mailto:dtorchin@lvchamber.com).





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# News You Need

## LVCVA Welcomes Businesses to CTOBC 2017

The Las Vegas Convention and Visitors Authority is hosting its annual Committed to our Business Community event Thursday, September 7, at the Las Vegas Convention Center. The annual event is a free business resource event for the Las Vegas business community, where business owners can meet procurement professionals and gain access to resource organizations from across the city and state, as well as network with other professionals and create meaningful connections. For additional information and to register, visit [CTOBC2017.eventbrite.com](http://CTOBC2017.eventbrite.com).

## IRS Launches Withholding Calculator for Employees

The Internal Revenue Service (IRS) has launched a withholding calculator for employees to determine whether too much or too little of their Federal income tax is withheld from their pay. The withholding calculator will prompt a series of questions to determine the appropriate withholding amount. Once notified of that number, an employee can update their Form W-4, the Employee's Withholding Allowance Certificate, and submit it to their employer. For more information, including tips to use the program, visit [irs.gov](http://irs.gov).

## SBA Announces New Partnership with U.S. Digital Service

The U.S. Small Business Administration (SBA) has launched a new Historically Underutilized Business Zones (HUBZone) map through Google Chrome, the first step in modernizing SBA's federal contracting programs. The agency has partnered with the U.S. Digital Service (USDS) to streamline and enhance online services for small businesses. The new map helps small businesses determine if they are eligible for participation in the HUBZone program, features the latest HUBZone designations, qualified disaster areas, and improvements to usability and address assertions. "We are excited about our partnership with the White House's U.S. Digital Service and the improvements made to the HUBZone maps to modernize SBA's contracting programs - making them more user-friendly, agile, and nimble for the busy entrepreneurs that we support," SBA Administrator Linda McMahon says. "This is one of many projects that we have worked on with the USDS team to leverage technology to support America's small businesses." For more information, visit [sba.gov](http://sba.gov).

## City of Las Vegas Premieres Community Dashboard

Las Vegas is all about numbers, which is why the City of Las Vegas has added a community dashboard for those who want to learn more about how the City and Southern Nevada compare demographically, economically, and fiscally with other competitive communities. The dashboard, located on the City's website, has compiled information including an economic update, workforce summary, and neighborhood demographics, as well as a jurisdictional comparison. The dashboard also has a redevelopment agency data portal for breakdowns on downtown Las Vegas demographics, as well as office, industrial, retail, and apartment market data. For more information, visit [communitydashboard.vegas](http://communitydashboard.vegas).



# For Your Benefit

## Chamber Members, Take Advantage of an **Exclusive Offer** on ThriveHive's Digital Marketing Platform

Running your business takes time and energy. To help members more efficiently plan their time and marketing activities, the Metro Chamber has teamed up with ThriveHive, an award-winning digital marketing platform that gives you a central place to track leads, plan social media posts, email your database, run your website, and create new lead-generation tools – all from a simple, easy-to-manage dashboard. ThriveHive can also be of assistance if you need a website refresh (please note that website build-outs are not included in the guided marketing platform monthly fee).

Even better, Metro Chamber members can take advantage of an exclusive offer of a 30-day free trial of the guided marketing platform and a member-exclusive \$9.99 first month rate, as well as its knowledge base and expert guidance on how to carry out your personalized marketing plan.

**ALL THE  
TOOLS AND  
GUIDANCE  
YOU NEED  
TO GET YOUR  
BUSINESS  
ONLINE.**

 **ThriveHive**

For more information, visit [LVChamber.com/thrivehive](http://LVChamber.com/thrivehive) or call your member engagement liaison at 702.641.5822.

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# Your scene | You're seen



The Leadership Foundation of Greater Las Vegas, an affiliate of the Metro Chamber, welcomed a packed house to the Innevation Center for a Focus Las Vegas session on Las Vegas' smart city initiative, and what it will take for our metropolis to become a smart city. A powerhouse group of speakers included Sandra Douglass Morgan, Director of External Affairs, AT&T Services, Inc.; Tina Quigley, General Manager, RTC Southern Nevada; John Fountain, Vice President/Director of CB & HN Technology, Cox Communications; Don Jacobson, Business Partner, Department of Information Technologies, City of Las Vegas; Betsy Fretwell, Senior Vice President, Switch; Jacob Snow, Principal, The JABarrett Company; Don Snyder, Community Leader and former President of UNLV; and moderator John Huck, of Fox 5.



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**Nevada  
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# Working For You

GOVERNMENT AFFAIRS AND PUBLIC POLICY

## NEWS AND UPDATES

### **METRO CHAMBER HOSTS I-11 SUMMIT**

The Metro Chamber recently hosted an Interstate 11 Summit at its offices, welcoming business leaders and officials from Nevada and Arizona. The summit delved into the Arizona and Nevada study on the interstate, federal legislation relevant to the highway, a bi-national study on connecting I-11 to Mexico, current I-11 projects, a regional Las Vegas traffic study, and a discussion and Q & A period. The summit's purpose was to discuss the progress and next steps of developing this integral piece of infrastructure connecting the economies of Phoenix and Las Vegas.

The Metro Chamber has been a staunch champion of Interstate 11 for more than a decade, advocating at all levels of government for

designation, funding, and continued progress. In Washington, D.C., the Metro Chamber holds an annual I-11 Reception with members from the I-11 Caucus. In Nevada, the Metro Chamber is proud to work alongside the Nevada Department of Transportation, the Regional Transportation Commission, and other stakeholders to make I-11 a reality, including partnering on fundraising and support measures for Fuel Revenue Indexing.

I-11 is an economic opportunity for both states, the Intermountain West region, and the entire country. Not only will I-11 connect two large metropolitan areas, it will also open up more efficient trading routes throughout the Intermountain West and between the United States and Mexico. This will create thousands of permanent jobs, in addition to the thousands of construction jobs it will create as it is being built.

For more information on I-11, please contact the Metro Chamber's government affairs team at 702.641.5822.

### **K-12 EDUCATION AND WORKFORCE/WORKPLACE DEVELOPMENT POLICY COMMITTEES TEAM UP FOR SPECIAL SESSION**

The Metro Chamber's K-12 Education and Workforce/Workplace Development Policy Committees will hold a special dual session featuring guest speaker Steve Canavero, Ph.D., Superintendent of Public Instruction for the State of Nevada.

On September 15, Nevada will release its updated star ratings for schools throughout the state for the first time in three years. The state



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has spent the better part of the past year conducting stakeholder meetings in developing its Every Student Succeeds Act plan for the U.S. Department of Education. Governor Brian Sandoval's agenda for the past two legislative sessions has focused on education and transforming Nevada's economy. As a result, the Nevada School Performance Framework (school star rating system) has evolved to reflect these efforts. Dr. Canavero will discuss the importance of these results, how they will vary, and how the bar has been raised in the State on three-star schools.

This joint committee meeting will take place Tuesday, September 12, from 9:30 - 10:30 a.m. at the Metro Chamber. For more information on the policy committees or to register, visit [LVChamber.com](http://LVChamber.com) or contact Joi Holliday at [jholliday@lvchamber.com](mailto:jholliday@lvchamber.com).

## **THIS FALL: THE RUNDOWN AND PAUL CALL RETURN!**

Beginning this fall, "The Rundown," the biweekly government affairs newsletter, will return to members' inboxes. This briefing provides members with up-to-date information on a local and state level with news, updates, and ways to engage with the local government process. In addition, the Paul Call, the biweekly government affairs conference call for President's Club members where vice president of government affairs Paul Moradkhan gives timely updates on policy issues, will also return, giving President's Club members an opportunity to ask questions about the issues and stay up-to-date on important policy matters.

## **LEGISLATIVE BOOK: NOW AVAILABLE FOR DOWNLOAD!**

The 2017 Legislative Summary book is now available for download on [LVChamber.com](http://LVChamber.com). This comprehensive guide to the Metro Chamber's engagement during the 2017 legislative session details specific priority areas for the Metro Chamber, bills on which the Metro Chamber engaged, why the organization took the particular position it did, and how the bill fared. The book is available under the Government Affairs tab on [LVChamber.com](http://LVChamber.com) now.

REPRESENTING  
NEVADA'S BUSINESS  
COMMUNITY:

*The Metro Chamber on the Hill*





**T**his month, the Metro Chamber travels to Washington, D.C. for its largest and most diverse delegation in history. During this weeklong trip, Nevada business leaders will meet with the Nevada Congressional delegation, Congressional leadership, policy groups, and think tanks to advance a broad agenda on behalf of Nevada's business community.

This delegation is critical to the Metro Chamber and the future of Nevada's business community, and will demonstrate how Nevada's business community is united, strong, and stands for good policies and legislation to help our state's job creators.

Here are some of the pressing issues the Metro Chamber will be championing during its trip:

### *Interstate 11*

The Metro Chamber has a legacy enduring more than a century of supporting transportation and infrastructure

projects that promote regional connectivity, increase productivity, and reduce congestion to aid in the movement of people and goods across the state. Interstate 11 (I-11) has been a major piece of the Metro Chamber's infrastructure agenda for several years, and during the 2017 Washington delegation, will continue to be a major focal point.

During the trip, the delegation will continue to advocate to secure federal funding for the construction of I-11, a critical transportation infrastructure component for the

development of the U.S. transportation system. The funding and construction of I-11 would allow for a fully integrated federal highway system in the Southwest.

The Metro Chamber believes a variety of funding and financing options for I-11 must be considered, including reinvesting transportation taxes, grants, financing, and user fees. While the first part of I-11 recently opened in Nevada, continued investment in the project must be sustained to realize the full potential of the project throughout the Southwest. During the trip, the Metro Chamber will be meeting with not only Nevada's Congressional delegation but other Congressional

leadership to request the accelerated funding of I-11 due to the economic needs of the region, especially in the crucial first phase of the project that will connect Phoenix to Las Vegas – the only two major metropolitan areas in the U.S. not currently connected by an interstate.

### *Yucca Mountain*

The Metro Chamber has been a longstanding opponent of the transportation and storage of any nuclear waste in Nevada because of the potential negative effect it could have on the safety and health of the residents and visitors of Southern Nevada. It could also pose a security threat and significantly damage the tourism-based economy of Southern Nevada.

The storing of 77,000 tons of nuclear waste less than 90 miles from Las Vegas is a concern to the business community and residents. Any incident with the transport or storage of nuclear waste could have a severe, and lasting negative economic impact on Southern Nevada's economy and the safety of more than 2 million residents within 100 miles of the Yucca Mountain Site and 42 million annual visitors.

During the trip, the Metro Chamber will continue to fight against any nuclear waste being stored at Yucca Mountain. The Metro Chamber testified in support of Assembly Joint Resolution 10 during the 2017 legislative session that reiterated the Nevada Legislature position against Yucca Mountain, and will continue to do so on a federal level, as the project continues to have a series of starts and stops within Congress.

### *International Tourism*

The Metro Chamber will continue to reiterate the importance of increasing international travel to the U.S., and to Nevada, during its Washington, D.C. trip. Increasing international travel yields myriad economic benefits, including job creation. One of the key methods to increasing Nevada's share of the international tourism market is by expanding the visa waiver program to more countries. It is estimated that this would increase U.S. tourism by 600,000 visitors and add \$7 billion and 40,000 jobs to the U.S. economy.

International visitors, on average, spend more and stay longer when they visit, and expediting the process for additional visitors to enter the United States stands to benefit Southern Nevada as a key business and leisure destination. The Metro Chamber has been a longstanding advocate of expanding the visa waiver program for several countries, including Canada, as a way of increasing market share with international tourism.



## Water Resources

The availability and sustainability of water resources are essential to Southern Nevada, especially as the region has been in an ongoing drought within the Colorado River Basin. The impact of the drought on Lake Mead, and the associated ramifications to economic development and expansion efforts, is a critical issue to the Metro Chamber on local, state, and federal levels.

The Colorado River Basin spans approximately 246,000 square miles through seven Basin states – Arizona, California, Colorado, Nevada, New Mexico, Utah, and Wyoming. It also flows through Mexico. It serves some of the country's largest population centers, including Los Angeles, Denver, Phoenix, and Las Vegas, and nearly 40 million municipal users rely on water from the Colorado River. Yet, Nevada receives 300,000 acre-feet from the river (less than two percent of the river's apportionment of 16.5 million acre-feet). Because of management and drought contingency plans put into place by the Southern Nevada Water Authority and other stakeholders, billions of gallons of water have been conserved.

The business community relies on adequate and stable water supplies for operations and development to support the economy, and as the voice of the business community, the Metro Chamber supports both short and long-term supply augmentation of water resources, as well as maintaining water delivery systems and sources and planning for the anticipated future water needs of the Las Vegas Valley. As such, the Metro Chamber is asking federal leadership to prioritize the involvement of the Secretary of the Interior in the challenges facing the Colorado River Basin states during ongoing drought contingency planning efforts along the river, and for Congressional leadership to recognize and protect the role of the Basin states as a catalyst for state-driven solutions by acting as a facilitator and leader while recognizing the primacy of the state's authority on water management. By continuing these vital conversations and increasing awareness, as well as continuing to support implementation and execution of conservation plans, the Metro Chamber is continuing to play a critical role in business and economic development efforts as they relate to water.

## Homeland Security Funding

As a major metropolitan area, Las Vegas' tourism economy can be significantly damaged by a terrorist event. As such, the Metro Chamber supports efforts by Clark County, the Las Vegas Metropolitan Police Department, and the cities of Las Vegas, North Las Vegas, and Henderson to secure additional Urban Area Security Initiative (UASI) funding for Southern Nevada



on an annual basis by revising the methodology used by the U.S. Department of Homeland Security (DHS).

DHS is required to conduct an annual assessment of the 100 most populous Metropolitan Statistical Areas (MSAs), based on factors such as relative threat, vulnerability, and consequence, economic index, and GDP. Based on the existing methodology, casinos and hotels are considered to be one facility, and not a list of individual assets by DHS, creating a single "cluster" that does not reflect that each of these facilities are independent buildings with thousands of visitors and employees in them at any given time. As a result, the Las Vegas Urban Area's risk profile ranking dropped, putting in jeopardy future UASI funding. In FY 2016, Las Vegas received \$2.9 million in UASI funding, used to fund the Southern Nevada Counter-Terrorism Center.

The challenges of the methodology aside, UASI is a single funding stream within the Homeland Security Grant Program, including two recently eliminated programs that only further increase Southern Nevada's reliance on UASI funding. In addition, cities without an official port or a lack of an international border (such as Las Vegas) receive a lower ranking of priority, further endangering chances for increased UASI funding and other streams of DHS revenue to combat potential terrorist threats.

The Metro Chamber will continue to advocate for both the increase in UASI dollars and the revising of the methodology, as well as continue to work with local municipalities and law enforcement agencies to identify and seek diverse funding mechanisms to ensure the security of Southern Nevada.



# Stay in the Loop!

The Metro Chamber's Washington, D.C. delegation will take place September 25-29, 2017. You can stay up-to-date on meetings and events happening during the trip.

- Follow the Metro Chamber on Twitter, Facebook, and Instagram using @lvchamber for real-time updates on meetings and outcomes.
- Look for daily blogs on LVChamber.com. There will be daily recaps, as well as a quick round-up of the day's meetings, each morning of the trip.
- Stay tuned for a special Washington, D.C. Paul Call after the trip, where Metro Chamber Vice President of Government Affairs Paul Moradkhan will provide a debrief of the trip to members, as well as report on any action items and updates to the Metro Chamber's federal policy agenda.

## ***Marketplace Fairness Act***

In today's digital age, the increase in Internet commerce has eroded the state's tax base. In Nevada, state and local municipalities rely on sales tax revenue to provide essential services, and current policies are diminishing this revenue base. The Marketplace Fairness Act would enable state governments to collect sales taxes and use taxes from online retailers without a physical presence in the state. Current law allows states to tax online retailers if they have a physical presence in that state; 45 states have some form of this taxation in place. It is expected that \$11 billion in tax revenue would be generated through online purchases during the bill's first year.

The Metro Chamber has been a vocal advocate for this legislation on both state and federal levels, testifying in support of Senate Joint Resolution 5 in the 2017 state legislative session, which encourage federal lawmakers to adopt the Marketplace Fairness Act and level the playing field between traditional brick and mortar businesses and Internet businesses. The Metro Chamber will be asking members of Congress to pass the Marketplace Fairness Act because of the positive economic benefit on the state's budget and to ensure a fair and equal tax policy among different business types. It would also allow Nevada businesses to remain nationally competitive.

## ***Federal Grant Dollars in Nevada***

Nevada is 50 out of 50 states in securing federal formula and grant funding, ranking behind all other states in competing for and securing competitive grants (excluding Medicaid funding). The state leaves

\$1.5 billion of federal funding on the table every year. If Nevada met the average funding received by neighboring Western states, it would mean an additional \$529 million a year – or roughly 15.5 percent of Nevada's annual budget.

Grant dollars affect quality of life measures, efforts to provide high quality education for children and college students, the ability to attract new and innovative businesses, and programs to invest in economic development and infrastructure programs, healthcare initiatives, public safety improvements, and services for veterans and seniors. Nevada's lack of competitiveness can be attributed to failure to meet match requirements; structural incompatibility at multiple levels throughout the state; and a lack of qualified, experienced grant writers and administrators. Progress is being made, however, with the creation of the Nevada State Grant Office to increase efficiencies in the grant procurement process.

The Metro Chamber is championing additional support by asking members of Nevada's federal delegation to direct organizations who solicit them for federal grant funding – or request procurement assistance – to join the efforts by the Metro Chamber, the Council for a Better Nevada, and the Nevada Community Foundation to advance state-level efforts to update policies and processes that currently inhibit Nevada's competitiveness. In addition, the delegation will meet with one of the nation's leading federal grant authorities at the Brookings Institution for further insight and discussion on increasing Nevada's share of federal grant dollars.

# In The Know

## How Non-Cash Charitable Donations Can Lower Your Tax Liability



**A**

round this time of year, your thoughts may already turn to the holidays and your charitable giving plans, both personally and for your business. Charitable donations are often used to reduce income and lower your tax liability, as well as provide much needed support for our local non-profits.

Tax-related complications generally do not present themselves when cash gifts are made to a charity other than possible questions of proof. However, difficulties can and do arise when you make a gift of property. Common items that may be donated to charity as a tax deduction include inventory, equipment, furniture, vehicles, clothing/uniforms, stocks, or even artwork.

Many companies find they have items to donate when they go through an expansion, move, experience a change in product lines, upgrade equipment, or buy fleet vehicles. These transition periods may provide opportunities to donate items to local charities.

You may consider adding property donations this year as an alternative to cash, so long as you understand the Internal Revenue Service's (IRS) definitions and guidelines on these donations.

When you have property items for donation, consider the following before giving property contribution deduction(s) of \$500 or more:

- How the property was acquired
- The acquisition and donation dates of the property
- The cost or other basis of the property
- If the property is ordinary or capital gain property
- Fair market value of the property
- Detailed description of the items donated
- Written and signed receipt from the charity
- Special percentage limitations
- Taxable income limitations for C corporations

In addition to the above, Form 8283 must be prepared and attached to return.

If the property contribution deduction(s) is \$5,000 or more, the following items must also be considered in addition to the items listed above:

- A qualified appraisal made no more than 60 days before the appraised property's contribution
- An appraisal summary may be required as an attachment to the return depending on the amount of the deduction
- Property exceptions where an appraisal is not required

The IRS closely scrutinizes non-cash charitable contribution deductions. There needs to be proper documentation to substantiate the donation or else the donation cannot be taken as a deduction. If the IRS audits your tax return and finds that documentation is lacking, they could disallow the property deduction and assess penalties and interest.

As you can see, contributions of property to charities are a bit more complicated than run of the mill cash contributions. If you have any questions about a contemplated contribution of property, please contact your CPA to maximize the tax benefits of your generosity.

It may still feel like summer outside, but the holiday season is just around the corner. A CPA can help suggest ways to reduce your 2017 tax liability through charitable giving, through both cash and non-cash donations. Finding tax savings, as well as giving to the community we all care about, is a win-win for everyone.



*By David Porter  
CPA, Principal at Piercy Bowler Taylor & Kern, [pbtk.com](http://pbtk.com)*





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**10**  
YEARS

**SPRINGS PRESERVE**

# What's Happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN **SEPTEMBER.**

## CHAMBER UNIVERSITY

### SEPTEMBER 8

Building Your Brand in Southern Nevada,  
hosted by Shaundell Newsome, Founder,  
Sumnu Marketing

### SEPTEMBER 15

Nevada Opportunity Scholarship Program,  
hosted by Kami Dempsey-Goudie

### SEPTEMBER 22

How to Keep Employees Engaged,  
hosted by Bob Shannon, CEO,  
Assured Performance 360

### SEPTEMBER 29

Corporate Social Responsibility,  
hosted by Andrew Schuricht, Founder, Valor CSR

## How to Register:

Visit [LVChamber.com](http://LVChamber.com) and  
click on the Events Calendar.

Call 702.641.5822.

5

### TUESDAY, SEPTEMBER 5 CHAMBER VOICES TOASTMASTERS

Become a better speaker and a more effective presenter by  
joining Chamber Voices Toastmasters. Open to all members.  
11:30 a.m. – 12:45 p.m.

Las Vegas Metro Chamber of Commerce  
575 Symphony Park Ave., Ste. 100

\$63 every six months. Guests always complimentary.

5

### TUESDAY, SEPTEMBER 5 CHAMBER CONNECTIONS

Chamber Connections is a dedicated leads group comprised  
of professionals from a variety of industries. The group helps  
professionals grow their business through networking and by  
sharing contacts, referrals, and ideas.

5:30 – 7:00 p.m.

Las Vegas Metro Chamber of Commerce  
575 Symphony Park Ave., Ste. 100

Contact [agoldberg@lvchamber.com](mailto:agoldberg@lvchamber.com) or call 702.641.5822 for  
space availability and cost.

7

### THURSDAY, SEPTEMBER 7 VYP COMMUNITY CONVERSATIONS: NON-PROFITS IN LAS VEGAS

VYP will be joined by Three Square president and CEO  
Brian Burton; Miracle Flights CEO Mark Brown; Shade Tree  
executive director Stacey Lockhart; and founders of Yoga  
Haven, Honey Tejero and Natalie Lim, who will engage in a  
discussion about the current state of non-profit organizations  
in Las Vegas, and how young professionals can get involved  
with the non-profit community.

5:30 – 7:30 p.m.

Las Vegas Metro Chamber of Commerce  
575 Symphony Park Ave., Ste. 100

\$15 per person, VYP member exclusive

Presenting Sponsors: Station Casinos, UnitedHealthcare,  
UNLV Lee Business School – Executive MBA Program

7

### THURSDAY, SEPTEMBER 7 MILITARY AFFAIRS COMMITTEE MAC NIGHT OUT

Join the Las Vegas Metro Chamber of Commerce and its  
Military Affairs Committee for an evening to recognize four  
outstanding servicemen or servicewomen in Southern Nevada,  
as well as two local businesses – Station Casinos and Redneck  
Riviera – that go above and beyond to support the military and  
veteran communities in the Las Vegas Metro area.

6:00 – 8:00 p.m.

Aliante Hotel & Casino  
7300 Aliante Pkwy.

\$40 per person

Platinum Sponsor: America First Credit Union

Gold Sponsors: National Security Technologies, Valley Health  
System

11

### MONDAY, SEPTEMBER 11 VEGAS YOUNG PROFESSIONALS TOASTMASTERS

The VYP Toastmasters group is for all members to aid in the  
development of speaking, presentation, and leadership skills.  
6:30 – 8:00 p.m.

Las Vegas Metro Chamber of Commerce  
575 Symphony Park, Suite 100

Complimentary for guests

\$65 to join, \$54 every 6 months.



00 - CHAMBER EVENT

00 - VYP EVENT

## September Sponsors:



12

### **TUESDAY, SEPTEMBER 12 POLICY COMMITTEE MEETING: K-12 EDUCATION & WORKFORCE/WORKPLACE DEVELOPMENT**

On September 15, Nevada will release its updated star ratings for schools throughout the state for the first time in three years. Superintendent of Public Instruction, Steve Canavero, Ph.D., will discuss the importance of these results, how they will vary, and how we have raised the bar to make Nevada's three star schools no different than a three-star school anywhere else.

9:30 – 10:30 a.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

Complimentary and exclusive to Chamber members and their employees.

13

### **WEDNESDAY, SEPTEMBER 13 CHAMBER CONNECTIONS II**

Chamber Connections is a dedicated leads group comprised of professionals from a variety of industries. The group helps professionals grow their business through networking and by sharing contacts, referrals, and ideas.

5:30 – 7:00 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

Contact vkelly@lvchamber.com or call 702.641.5822 for space availability and cost.

14

### **THURSDAY, SEPTEMBER 14 BUSINESS POWER LUNCHEON: LEADING THE WAY IN EDUCATION**

The Metro Chamber welcomes the new Chancellor of the Nevada System of Higher Education, Thom Reilly, and Superintendent of the Clark County School District, Pat Skorkowsky, for insights into K-12 and higher education in Southern Nevada. A Q & A will follow.

11:30 a.m. - Noon - Check-in and networking

Noon - 1:00 p.m. - Program

Strip View Pavilion at Thomas & Mack Center

University of Nevada, Las Vegas

4505 S. Maryland Pkwy.

\$55 members, \$70 non-members, \$550 table of 10

\$75 walk ins, based upon availability

Sponsor: Wells Fargo, Vegas PBS

19

### **TUESDAY, SEPTEMBER 19 CHAMBER VOICES TOASTMASTERS**

See September 5.

21

### **THURSDAY, SEPTEMBER 21 CHAMBER CONNECTIONS**

See September 5.

21

### **THURSDAY, SEPTEMBER 21 VEGAS YOUNG PROFESSIONALS FUSION MIXER**

Mingle, bowl, and do some good at VYP's September Fusion Mixer and Bowl-a-Thon at the luxury VIP bowling lanes inside the Red Rock Casino. Connect with your fellow VYPeeps in these exclusive bowling lanes and participate in the Bowl-a-Thon, where all proceeds will be donated to Autism Speaks.

6:00 – 8:00 p.m.

Red Rock Lanes

11011 W. Charleston Blvd.

Online: \$10 for members, \$15 for non-members

At the door: \$15 for members, \$20 for non-members

Does not include optional bowl-a-thon fee.

Presenting Sponsors: Station Casinos, UnitedHealthcare,

UNLV Lee Business School – Executive MBA Program

Media Partner: Kristina Alexis Photography

25

### **MONDAY, SEPTEMBER 25 VEGAS YOUNG PROFESSIONALS TOASTMASTERS**

See September 11.

27

### **WEDNESDAY, SEPTEMBER 27 CHAMBER CONNECTIONS II**

See September 13.



# Know the Numbers

## TOURISM >>>

- Approximately 407,000 total jobs (44% of the workforce)
- Provides \$16.9 billion in local wages
- Without tourism, every household in So. Nevada would pay approximately \$2,700 more in taxes

2016

**42.9** ▲ 1.5%  
MILLION

2016 saw record visitation with 42.9 million, up 1.5% (projecting 43.2 for 2017)

LOCAL TOURISM

**\$60**  
BILLION

Tourism has an estimated \$60 billion local economic impact

U.S. DESTINATION

**150K**  
ROOMS

Nearly 150,000 rooms, the most of any U.S. destination

## MEETINGS & CONVENTIONS >>>

- Three of 10 largest convention centers in North America
- Approximately 85,000 total jobs supported
- \$12.4 billion local economic impact
- No. 1 trade show destination – 23 consecutive years. Source: Trade Show News Network (LV hosted 57 of the 250 largest shows – Orlando 25, Chicago 20, New York 19)

TRADE SHOWS

**22K**  
MEETINGS

Nearly 22,000 meetings, conventions, trade shows

RECORD-BREAKING

**6.3** ▲ 7.1%  
MILLION

Record-breaking 6.3 million delegates in 2016 up 7.1%

SPACE

**11**  
MILLION SQ. FT.

More than 11 million square feet of space

## INTERNATIONAL VISITATION >>>

- Top three international markets into Las Vegas are Canada, Mexico and UK, followed by Australia, Japan, Brazil, Germany, China, So. Korea and France

VISITATION

**19%**  
VISITATION

19 percent of overall visitation

2016

**31%**  
OVERALL VISITOR SPENDING

Accounted for 31 percent of overall visitor spending in 2016

FLIGHTS

**200**  
WEEKLY NONSTOP FLIGHTS

As of April 2017, Las Vegas welcomes 200 weekly nonstop flights from 19 foreign cities in eight countries by 13 carriers





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Las Vegas, NV 89169

# President's Club

## **(B) Tucker Morgan**

### **General Manager - The Honest Company**

Tucker Morgan is a business strategy and supply chain leader overseeing distribution operations for The Honest Company, a rapidly growing startup in the consumer packaged goods space. He is directly responsible for daily end-to-end strategic planning and management of all distribution and logistics activities that support both e-commerce and wholesale channels. The Honest Company's distribution operation is based out of a 600,000-square-foot facility located in North Las Vegas.

## **(A) Michael Silberling** **CEO - Affinity Gaming**

Michael Silberling joined the Affinity team in 2014 after holding a senior leadership position at Caesars Entertainment Corporation, formerly known as Harrah's Entertainment Inc., with more than two decades' experience and a proven track record in the gaming industry. He recently concluded an assignment in the U.K. as president of international operations, where his hands-on leadership style resulted in the successful turnaround of more than 12 properties in seven countries. Silberling graduated with a BA in economics from Dartmouth College and an MBA from UCLA's Anderson School of Management.

**A****B****C****D**

## **(D) Matt Kershaw**

### **CEO - Clark County Credit Union**

Matt Kershaw, appointed CEO in 2015, leads one of Nevada's larger financial institutions, with more than 43,000 members and \$680 million in assets. During the previous 10 years at CCCU, he also served as commercial loan officer and VP of sales. Kershaw's financial career includes work at Zions First National Bank, National Bank of Arizona, and Bank of Nevada prior to CCCU. He holds a BA from the University of Utah and an MBA from ASU. He received a Certified Chief Executive designation from the Credit Union Executive Society.

## **(C) Lisa Santwer** **Director, Marketing & Public Relations -** **Comprehensive Cancer Centers of Nevada**

Lisa Santwer oversees marketing and communications for CCCN, which specializes in oncology, hematology, breast surgery, and research. Santwer helped establish CCCN's nonprofit, ORION Cancer Foundation, and serves on the executive committee of Candlelighters Childhood Cancer Foundation of Nevada. Her community activities include serving as co-chair for 2015 Leadership Las Vegas' Health Day and advisory board for UNLV School of Health Sciences. Santwer is a graduate of Leadership Las Vegas and a 2012 Hall of Fame inductee into the Women's Chamber of Commerce.



# Spotlights

## (E) Dr. Len Jessup

### President – University of Nevada, Las Vegas

Len Jessup joined UNLV as president in January 2015, bringing experience as a university professor, administrator, entrepreneur, and fundraiser. He will lead UNLV to become a Top Tier research university with a priority being the ongoing development of the UNLV School of Medicine. Prior to UNLV, he served as dean of the Eller College of Management at the University of Arizona. He received his BA and MBA from California State University, Chico and his Ph.D. from the Eller College of Management. He was awarded the Outstanding Ph.D. Alumnus in 2004. He is also a trustee for the Metro Chamber.



## (F) Andrew Curran

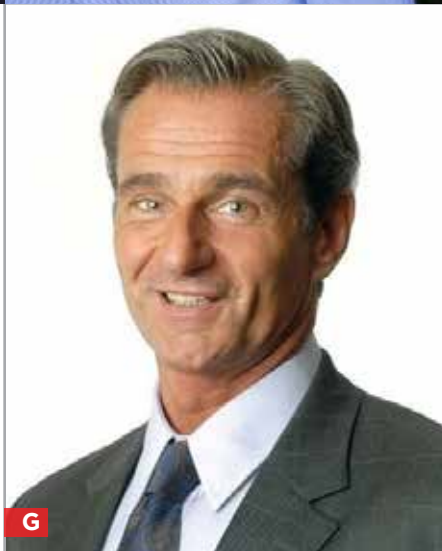
### Vice President, Marketing – SEEK

Andrew Curran is the vice president of marketing for the Southwest and has been with SEEK from almost its inception. Curran has been in sales and marketing for a few different tech software companies including English3, DealerSocket, and now SEEK. His goal is to turn ordinary advertising into an exciting event style of marketing. With SEEK's augmented reality marketing engine, people will feel like winners instead of customers.

## (G) Gordon Prouty

### Group Publisher – Greenspun Media Group

Gordon Prouty is Greenspun Media Group's group publisher, overseeing GMG's industry-leading print and digital publications, including *Las Vegas Magazine*, *The Sunday, Vegas Inc*, *Las Vegas Weekly*, *Vegas2Go* and their sister websites. He came to Southern Nevada from the *Puget Sound Business Journal*, and has lived and worked in Syracuse, N.Y., Philadelphia, and San Francisco. Prior to joining Greenspun Media Group in June 2015, Prouty had been president and publisher of the *Puget Sound Business Journal* since July 2011.



## (H) Rod Martin

### Vice President & Director of Development – Majestic Realty Co.

Rod Martin oversees Majestic Realty Co.'s commercial real estate activities in Las Vegas and is an equity partner in its 5.6 million-square-foot development portfolio. He joined Majestic Realty Co. in 1992 and serves as vice president and director of development for the company in Las Vegas. Martin is a past president and board director for NAIOP's Southern Nevada Chapter and is a NAIOP National Forum member. He is a member of the Metro Chamber's Government Affairs committee and serves as a board director for the YMCA of Southern Nevada.



# WELCOME NEW MEMBERS!

Welcome to the newest members of the Las Vegas Metro Chamber of Commerce. Please be sure to meet them at an upcoming event, or check out their business online at [LVChamber.com](http://LVChamber.com) on the member directory.

## PRESIDENT'S CLUB:

**The Honest Company**  
[honest.com](http://honest.com)

**SEEK**  
[seekadventureapp.com](http://seekadventureapp.com)

**Adunja**  
**Aetna Nevada Sales Division**  
**AtWork Personnel Services**  
**Aurelio's Pizza**  
**Blue Martini**  
**Bunnyfish Studio**  
**Driggs Title Agency**  
**DTLV Marketing LLC.**

**Freedom Behavioral Health**  
**The Great American Pub**  
**Kite Realty Group**  
**Las Vegas Finance**  
**Layla A Social Salon**  
**Little Mendelson, P.C.**  
**National Youth Sports Nevada**  
**Nothing Bundt Cakes**

**Patriot Properties**  
**Rhodes Ranch Fit Body Boot Camp**  
**Saints & Sinners Vegas Crawl**  
**Solotech US Corporation**  
**Stoney's Rockin Country**  
**Valentine Communications**  
**Vitality Bowls**  
**Wow Hair Boutique**

Members joined from July 15, 2017 to August 15, 2017



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**Director of Premium Services**  
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# Member News

RED - PRESIDENT'S CLUB MEMBER

## Congratulations

The **UNLV School of Medicine** honored its medical student charter class with stethoscopes on their first day of school. The stethoscopes serve as a rite of passage and symbolic emblem for health care professionals.

Sixteen attorneys at **Fennemore Craig** were recognized by Best Lawyers in America® 2018, a prominent and prestigious annual ranking of law firms and attorneys.

**Dignity Health-St. Rose Dominican's** Siena Campus has been recognized as a "High-Performing Hospital" by U.S. News and World Report's ranking of best hospitals for 2017-2018. This is the second year in a row that Siena Hospital has been recognized by U.S. News and World Report for its performance.

**LVIP Dining** celebrated its two-year anniversary in August. The organization has provided more than 65,900 meals to children in the Southern Nevada region.

**Fisher Phillips** was recognized by BTI Consulting Group for leading collaboration across the law firm. The firm was one of 54 chosen nationally to receive this recognition.

Jason Ispisua, associate director of human resources at Charles River Laboratories in Reno, was named the **Nevada Association of Employers'** 2017 HR Professional of the Year.

## Upcoming Events

The 13th Annual **Las Vegas' Largest Mixer** will be held Tuesday, September 19, from 5:00 – 9:00 p.m., at the **Texas Station Hotel & Casino**. The mixer will feature new ways to grow and improve your business, connect with potential customers, and gain new leads and referrals, all while sampling from local restaurants and caterers. For exhibitor and ticket information, visit [lasvegasmixer.com](http://lasvegasmixer.com).

## Announcements

**Bank of America** announced that Michael Borello has been appointed small business banking manager for the Las Vegas and Reno markets. Borello joined Bank of America in 2013 and has more than 30 years of banking and finance experience.



**Lewis Roca Rothgerber Christie LLP** has named Joel Henriod managing partner of its Las Vegas office. A member of the firm since 2007, Henriod's law practice focuses on appeals and complex litigation.

**City National Bank** is now the official bank of the **Vegas Golden Knights**. The NHL team's new practice facility, soon to open in Summerlin, will be named City National Arena.



**The Shade Tree** welcomed Stacey Lockhart as the new executive director of the nonprofit organization. For the last several years, Lockhart served as executive director of the Wenatchee Valley College Foundation in Washington.

Diane Fearon has joined **Nathan Adelson Hospice** as vice president for philanthropy and strategic partnerships. In her role, Fearon will direct external marketing efforts, referral development, and consensus-building activities, as well as design a comprehensive fundraising strategy.



**Touro University Nevada** medical student Vanessa Halvorsen was elected to serve on the American Osteopathic Association's Board of Trustees. Of the 28,000 osteopathic medical students across the country, only one is elected to serve on the board.

**Howard & Howard Attorneys PLLC** announced the formal launch of its cannabis industry group. This group will provide a full range of legal services to the expanding North American cannabis industry.



The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements as a benefit of membership. Email news items to [pr@lvchamber.com](mailto:pr@lvchamber.com) or fax to Public Relations at 702.735.0320.

## Wheeling and Dealing

**Commercial Executives Real Estate Services** represented Lundblade Fred H 2009 Living Trust in the sale of 13,486-square-feet of office space located at 900 S. Rancho Dr. The transaction is valued at \$1,525,000.

Dex Media acquired YP, publisher of The Real Yellow Pages® and YP.com, forming **DexYP™**. DexYP provides business automation software, as well as digital and print marketing products.

**DC Building Group** completed the new Nevada Childhood Cancer Foundation facility and The Caring Place, which helps thousands of Southern Nevada residents annually. The facility will be dubbed the Britney Spears Campus due to her generous fundraising efforts of more than \$1 million.

## Community Service

**MountainView Hospital** donated a trailer full of school supplies to J.T. McWilliams Elementary. Employees and volunteers have donated school supplies to J.T. McWilliams for more than seven years.

A team from **Brownstein Hyatt Farber Schreck** volunteered its time to assist the **Las Vegas Rescue Mission**. As part of the firm's Karma program, Brownstein employees served dinner to residents and guests of the mission.



PRIMM



OCTOBER 14, 2017



31900 Las Vegas Blvd. South, Primm, NV 89019  
[PrimmValleyResorts.com](http://PrimmValleyResorts.com)

### FEATURING:



Café Tacvba



La Adictiva Banda  
San Jose de Mesillas



Mariachi Sol  
de Mexico

Tickets available at 1-888-PRIMM-NV (888-774-6668) and all Ticketmaster locations.

# Ribbon Cuttings

**PC** - President's Club    **\$** - Chamber Member Discount



## LEE'S DISCOUNT LIQUOR

Lee's Discount Liquor announced its newest location at 7752 N. El Capitan Way. Founded by Hae Un Lee, the success of his business is demonstrated by the transition from a Las Vegas start-up to establishing 17 retail locations, earning the respect and trust of customers along the way. Visit [leesliquorlv.com](http://leesliquorlv.com).



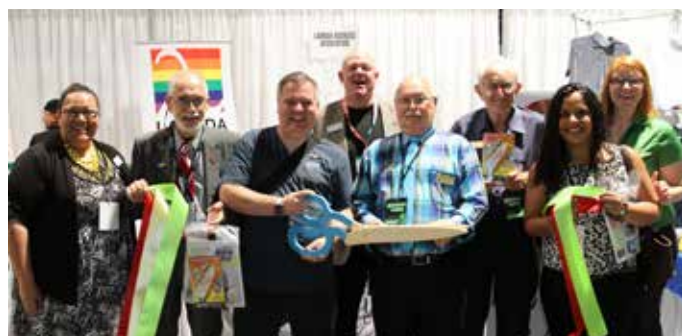
## BIG FROG CUSTOM T-SHIRTS

Big Frog Custom T-Shirts of S. Las Vegas celebrated its one year anniversary. It is a perfect partner for schools, charities, events, small businesses, and families. There are no minimum quantities, no set up fees, and 24-hour turnaround to take care of clients' branding needs. Call 702.637.9200 or visit [bigfrog.com/southernlasvegas](http://bigfrog.com/southernlasvegas).



## INK AND PAPER PRINTING

Ink and Paper Printing is a family-owned business with several years of printing experience. It provides several types of printing, including forms, posters, fliers, envelopes, business cards, brochures, laminate, bind, personalized custom work, and logo design. Call 702.547.0477 or visit [inkandpaperprinting.com](http://inkandpaperprinting.com).



## LAMBDA BUSINESS ASSOCIATION

Lambda Business Association is a networking, support, and development organization for lesbian, gay, bisexual, transgender (LGBTQ) owned and operated businesses and professionals, and LGBTQ-friendly businesses and professionals. Call 702.813.6214 or visit [lambdalv.com](http://lambdalv.com).



## HI SCORES

HI SCORES has two locations, 4785 Blue Diamond Rd. and 65 S. Stephanie St. It boasts a plush and relaxed gaming section and 32 craft beer options in addition to the fun and energetic arcade area for which Hi Scores is known. Visit [hiscorolv.com](http://hiscorolv.com).



## BRANDYWINE GRAPHIC ASSOCIATES

Brandywine Graphic Associates has been specializing in graphic design since 1993. Products include presentation folders, booklets, door hangers, bumper stickers, calendars, catalogs, notepads, forms, boxes, packaging, direct mail, envelopes, labels, letterhead, and promotional products. Call 714.624.2327 or visit [gobga.com](http://gobga.com).



## RIBBON CUTTING PHOTOGRAPHERS:



To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email [gallen@lvchamber.com](mailto:gallen@lvchamber.com)



### LAS VEGAS BLACK IMAGE MAGAZINE

*Las Vegas Black Image Magazine* promotes a positive perception of African-Americans in Las Vegas, presenting a broad image of black life and entertainment in Las Vegas, and showcasing the African-American lifestyle as a broad and diverse entity that contributes to the wealth of the economy. Visit [lasvegasblackimage.com](http://lasvegasblackimage.com).

### THE NOW REPORT

THE NOW REPORT, with an unwavering commitment to fair, balanced, and unbiased reporting, is located at 3960 Howard Hughes Pkwy., Ste. 500. The NOW Report looks to bring the news from around the world and around the corner in a fast, digitally convenient way. Call 702.816.8671 or visit [thenowreport.vegas](http://thenowreport.vegas).



### THE PRESTON AGENCY INC.

The Preston Agency Inc. is located at 3455 S. Durango Dr., Ste. 102. It is a leader in providing quality protection for hundreds of individuals, families, and businesses throughout the state, while providing superior customer service and low rates. Call 818.620.0166 or visit [prestonagency.com](http://prestonagency.com).

### WINANS INVESTMENTS

WINANS Investments is committed to performance through growth and income investments, active management that reduces risk, customized portfolios, independent financial research, and personalized client-servicing. Call 800.494.6267, email [info@winansintl.com](mailto:info@winansintl.com), or visit [winansinvestments.com](http://winansinvestments.com).



### ZEM MEDIA

ZEM MEDIA, located at 1677 Helm Dr., is a complete end-to-end digital signage solution. From its experienced built players to its easy configurable scheduling portal, the Zem Media goal is to make managing digital media easy and effective. Call 702.837.8787 or visit [zem-media.com](http://zem-media.com).

### POLAR SHADES

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## ELITE MEDICAL CENTER

**PC**

Elite Medical Center, located at 150 E Harmon Ave., is coming soon! Opening in January 2018, Elite Medical Center is a VIP emergency room experience that will house 20+ beds. For more information, email [drshannon@elitelv.com](mailto:drshannon@elitelv.com).



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## Preparing for the Worst: Disaster Preparedness and Your Business

**F**

ires. Burglaries. A burst pipe. Gas leaks. Robbery. An active shooter. Cyber security breaches. We like to think these things happen to others – never to us – but all of these occurrences are considered disasters, and they are real possibilities that could strike at any time. With September declared National Disaster Preparedness Month, it is a good time to review the policies, plans, and protective measures you have in place to ensure your business and staff are covered and ready to reopen your doors. According to the Federal Emergency Management Agency (FEMA), 40 percent of businesses never reopen after a disaster, and another 25 percent fail within a year of the disaster happening.

There are several resources available to business owners to ensure they have the proper plans and protocols in place. FEMA, in preparation for the month, has assembled a comprehensive preparedness program that includes conducting business impact analyses, examining your facilities for potential risks, having a designated individual or small team act as a preparedness department in leading drills and periodically reviewing disaster protocols, and educating staff. Visit [fema.gov](http://fema.gov) for more information.

FEMA and the Red Cross stress the importance of having a written plan in place, having it communicated properly and often to staff members, and having it accessible. The plan should address resource management, emergency response, crisis communications (to staff, vendors, customers, insurance agents, financial professionals, and other stakeholders in your company), business continuity efforts, information technology, employee assistance, training, and incident management. Regularly testing and evaluating your plans are key to managing their effectiveness. The plan should address how operations will continue without a physical building or in the loss of key technology, such as desktop computers. Talking to your IT professional or contractor about contingency planning can be the difference between having an episode as a blip or the event that caused a major breakdown of your day-to-day operations. You can find plan outlines and exercises at [ready.gov/business](http://ready.gov/business), and additional information and resources at [redcross.org](http://redcross.org), including how to become a Ready Rating Member.

Also available at [ready.gov](http://ready.gov) is a comprehensive business continuity planning suite, video how-tos on developing your plans, first response to the incident, incident stabilization procedures, managing operational



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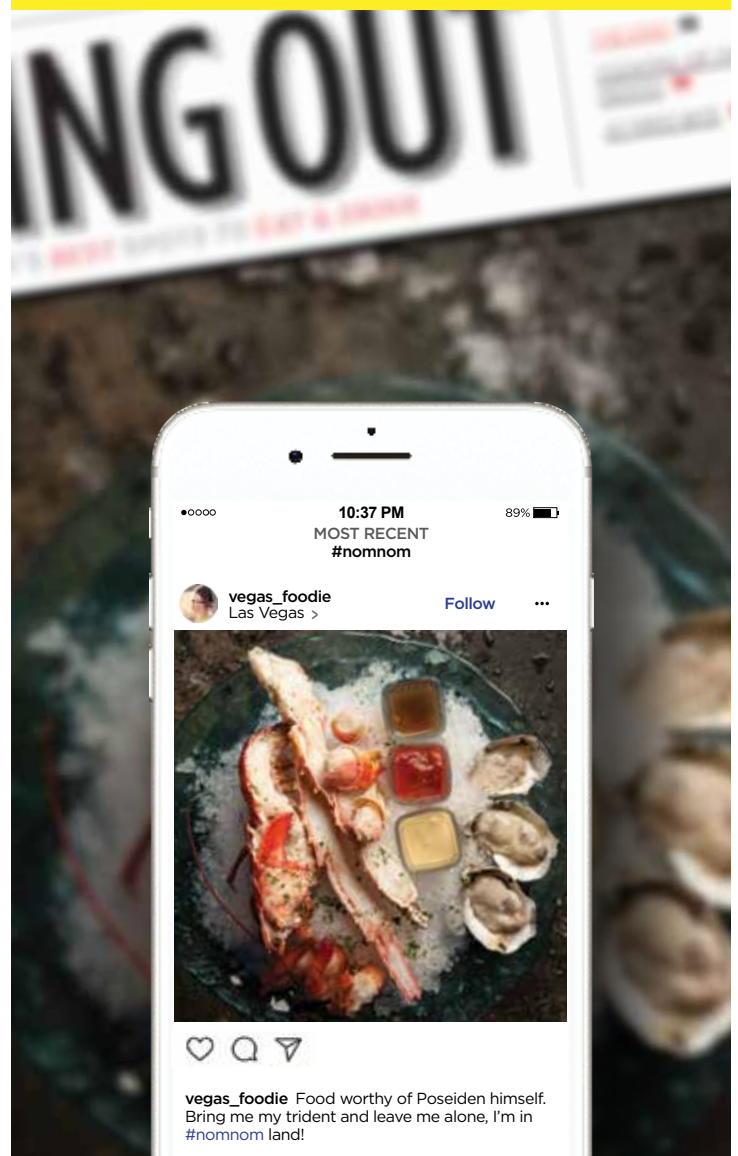
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disruptions (including breakdown of key data and technology), public information management, and recovery. Many of these key agencies, including FEMA, the Department of Homeland Security, and the Red Cross stress the importance of testing, training, and communicating these procedures and plans to staff members; without proper implementation, plans won't do much good when they need to put into action.

The U.S. Small Business Administration also offers several key resources for small businesses to develop their disaster plans, as well as aid them in recovery efforts. At [sba.org](http://sba.org), small businesses can obtain resources and download specific checklists for preparation against floods, tornadoes, and cyber security attacks, as well as participate in self-paced trainings. In addition, the SBA has several programs to assist businesses, including loans and disaster cleanup resources. Additional assistance can be found at SBA district offices, one of which is in Las Vegas.

While Las Vegas may not be prone to hurricanes or severe snowstorms, other disasters – both natural and man-made – can strike a business at any time. Your level of preparedness may be the key to whether you open your doors after it happens.



# Vegas Young Professionals

## Presenting Sponsors



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## Upcoming Events

### **THURSDAY, SEPTEMBER 7 VYP COMMUNITY CONVERSATIONS: NON-PROFITS IN LAS VEGAS**

5:30 – 7:30 p.m.  
\$15 – exclusive to VYP members

### **THURSDAY, SEPTEMBER 21 VYP FUSION MIXER & BOWL-A-THON AT THE VIP LANES AT RED ROCK RESORT**

6:00 – 8:00 p.m.  
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**Register at  
VegasYP.com.**

## WHAT TO DO WITH YOUR 401(K) WHEN YOU CHANGE JOBS

*By Kelly D. Peterson,  
Financial Advisor, Global Wealth Management Division - Morgan Stanley*

Starting a new job can be both exciting and stressful. One thing commonly overlooked is what to do with your old 401(k). You have diligently set aside this money, so what are your choices? There are four options for your 401(k) from a former employer, and a few of the pros and cons of each are listed below.

### **Cash Out**

You can withdraw your funds as cash. Cashing out the account value and taking a lump sum distribution from the current plan is subject to a mandatory 20 percent withholding, as well as potential taxes and a 10 percent penalty, so this is rarely suggested. You set aside this money for retirement; keep it working toward that goal. If you do decide to take this option, always meet with a tax advisor first to learn how it may affect you.

### **Keep It Where It Is**

Most plans allow you to keep your funds where they are. You may be subject to different fees than an employee, but you should retain similar access to the rest of the plan. 401(k) plans have low maintenance fees, which can be attractive to certain investors. A few drawbacks are being subject to future plan changes and being limited to investing in the funds selected by the plan.

### **Move It to Your New 401(k) Plan**

Some 401(k) plans allow you to transfer funds from other accounts to their plan. This option makes tracking easier, which can help to ensure you are allocated correctly. You are limited to the investment choices available in your new plan, and your funds may be subject to new plan rules regarding withdrawal, penalties, and loans, so clarify the differences of your plans.

### **Rollover Into an IRA**

Finally, you can roll your funds into another qualified account, such as an IRA. IRA's are similar to 401(k)'s. You receive a tax break for the money invested in an IRA, where 401(k)'s are invested with pre-tax dollars. The funds grow until you begin taking distributions, which can begin penalty free the year you turn 59 and a half. The distributions are added to your taxable income for the year, and the remainder stays invested. The benefit most people seek with an IRA is the ability to choose the investments for the account. While some securities are restricted from being held in an IRA, much of what is available in the market can be part of an IRA. You will most likely pay more in fees for an IRA versus a 401(k), but you may also see higher returns. Carefully weigh the pros and cons of an IRA versus a 401(k) and seek the advice of a financial advisor prior to making a final decision.

*The information contained in this article is not a solicitation to purchase or sell investments. Any information presented is general in nature and not intended to provide individually tailored investment advice. The strategies and/or investments referenced may not be suitable for all investors as the appropriateness of a particular investment or strategy will depend on an investor's individual circumstances and objectives. Investing involves risks and there is always the potential of losing money when you invest. Morgan Stanley and its Financial Advisors do not provide tax or legal advice. Individuals should seek advice based on their particular circumstances from an independent tax advisor. The views expressed herein are those of the author and may not necessarily reflect the views of Morgan Stanley Smith Barney LLC, Member SIPC, or its affiliates.*





White  
Hot 12

@

**THE SAYERS CLUB**



About 200 Vegas Young Professionals wore white and rocked all night at The Sayers Club for White Hot 12. Thank you to all of the attendees who made the event such a great place to meet, build relationships, and celebrate VYP's signature annual event!

 *Kristina Alexis*  
PHOTOGRAPHY

# The Final Word

## AUGUST ACCOMPLISHMENTS

**I**n August, the Metro Chamber was hard at work putting the finishing touches on its upcoming Washington, D.C. delegation and launching a full complement of programming and benefits for the remainder of 2017 for its members. Here are some of the things the Metro Chamber did for you in August:

- Engaged in a conversation about Las Vegas' Smart City Initiative with a panel of powerhouse speakers and a packed room during Focus Las Vegas.
- Celebrated the outstanding customer service of employees in the Las Vegas community with the Las Vegas Convention and Visitors Authority at the third quarter Customer Service Excellence recognition ceremony at Cashman Center.
- Engaged with U.S. Congresswoman Jacky Rosen (NV-3) and discussed the federal issues impacting the Southern Nevada business community at Eggs & Issues, inside the Golden Nugget.
- Introduced a new episode of "Like Nobody's Business," the social media show featuring Kristin McMillan, with special guest Kerry Bubolz of the Vegas Golden Knights.
- Made new connections and helped the community at Morning Mingle at Findlay Chevrolet, where we partnered with American Red Cross of Southern Nevada for a blood drive.
- Welcomed about 200 young professionals to mingle and make connections at Vegas Young Professionals' White Hot 12 mixer, inside The Sayers Club at SLS Las Vegas.
- Heard from senior political strategist with the U.S. Chamber of Commerce Scott Reed about the current political climate during Cocktails & Conversations at the Founder's Room at The Smith Center for the Performing Arts.
- Connected with new members and discussed the benefits of Chamber membership during the New Member Orientation.
- Held ribbon cutting ceremonies to commemorate anniversaries, grand opening, and other business milestones for Chamber members throughout Southern Nevada. Congratulations to the Legacy Traditional School, The Shade Tree, Dutchess Hair & Nail Salon, Bunnyfish Studio, Clifton Larson Allen, and more on your ribbon cuttings!



- Discussed career and technical education programs in schools and their impact on workforce development at a joint K-12 education and workforce development policy committee meeting.
- Sponsored and attended the Women's Leadership Conference at the MGM Grand, where we heard from powerhouse leaders about professional and personal development.
- Hosted a joint Arizona Department of Transportation and Nevada Department of Transportation I-11 summit.



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Fluticasone Prop 50 MCG Spray	16GM	\$70.99	<b>\$34.76</b>	<b>51%</b>
Guaifenesin-Codeine Syrup 100MG/5ML	120ML	\$15.99	<b>\$9.88</b>	<b>38%</b>
Levofloxacin (Levaquin) 500mg	30	\$343.47	<b>\$43.69</b>	<b>87%</b>
Promethazine-Codeine Syrup 6.25-10/5	240ML	\$49.99	<b>\$21.38</b>	<b>57%</b>

\*Discounted prices were obtained from participating pharmacies. Prices vary by pharmacy and region and are subject to change.



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